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# Executive Management Conference:

Leading Your Seaport to Prosperity

May 7-11, 2012

## Effective Communications and Outreach

### *Speakers:*

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*Port of Oakland*

*Chair, AAPA Public Relations Committee*

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*Port of Oakland*



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# *Effective Communications and Outreach - Why do it?*





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## *Value of Effective Communications and Outreach:*

- **Build Trust**
- **Good Stakeholder Relations**
- **Reputation Management**
- **Remain Competitive**





## *Examples of goals:*

- *Political support* for transportation funding legislation
- *Community support* for Port infrastructure project
- *Defeat a local proposal* that would impede/reduce Port competitiveness
- *Protect Port reputation* facing public/community challenge
- *Promote Port* as delivering community benefits



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# Internal and External Communications - what's the difference?



Please do not respond to the Port Courier. Inquiries may be addressed to:  
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**PORT OF OAKLAND HIGHLIGHTS BUSINESS OPPORTUNITIES AT MEGAREGION 2012**

Oakland, Calif. — May 4, 2012 — The Port of Oakland today participated in the 3rd annual Megaregion Summit entitled "Oakland: Heart of the Megaregion," by providing a mobile workshop featuring an in-depth look at business opportunities within the Port's maritime, aviation and commercial real estate divisions. The workshop allowed participants to learn more about the Port and its positive economic impact upon the Northern California Megaregion.

The Northern California Megaregion spans from the San Francisco Bay Area east to the Lake Tahoe - Reno area and from Fresno north to Sacramento. The Megaregion Summit is an annual conference that gathers business leaders, labor representatives, industry experts, technology innovators, government leaders, educators, development planners, and community partners to brainstorm solutions, identify obstacles, and develop strategies to keep our region competitive.

"The Port of Oakland is a job generating powerhouse for the region" said Port Executive Director Omar R. Benjamin. "We want to continue educating our communities, industry leaders and business partners on how we can work together to create an even stronger Port — creating more partnership opportunities, more trade, and more jobs."



## *Internal Communications*

- Board
- Senior Managers
- Staff





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# *External Communications*

- *Customers, Tenants, Concessionaires and other Business Partners*
- *Community, Neighbors*
- *Chambers, Electeds, Labor Leaders, and Trade Associations*
- *Other Government Agencies*
- *Industry*
- *Environmental, Redevelopment, and Workforce groups*
- *General Public*
- *Media*



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## *Your Experience:*

- *Have you ever made a comprehensive Communications Plan or one for a specific issue?*
- *Have you ever worked from a Communications Plan?*
- *What was the purpose of your Plan?*



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# *Make a Plan!*

**Communications Plan +  
Implementation = Effectiveness**  
**What are the components of a  
Communications Plan?**





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# *Communications Plan Must-Haves Part I*

- *Situation*
- *Background*
- *Purpose*
- *Goal (Desired Outcome)*



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## *Rapid Fire Group Exercise Part I:*

- *Break into groups*
- *Select an issue*  
*(use one that will help a member port)*
- *Put together brief situation and background*
- *Determine purpose*
- *Select a goal*



# *Communications Plan Must-Haves Part II*

- *Communications Strategy*
  1. *Pro-active*
  2. *Reactive*
  3. *Mix of both*
- *Target Audiences (identify)*
- *Methodology*
  1. *Tools*
  2. *Tactics*
- *Deliverables*



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# *Strategy*

- ***Pro-active***

*Frame your message before “they do”*

- ***Reactive***

*Response-only mode to reduce visibility*

- ***Mix of both***

*Shape and implement your key messages prior to issue surfacing publicly*

*Respond-only mode when issue surfaces*

# *Target Audiences*

- *Internal and External*
- *Determine specific audiences in each category to serve your purpose and goal*

**Staff , Electeds, Community?**



# *Methodology*

- 1. Clear and concise message points*
- 2. Timely communications*
- 3. Communications Tools*

*Collateral, Giveaways, Ads, Web, E-mail, Social Media, Videos, Public meetings, Events, Articles, Press Releases, Editorials, News Conference, Blogs, One-on-ones, Small Team/group Meetings, Surveys*



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# Deliverables - Examples

1. Brochures
2. Media Advisory
3. Event
4. Press Release
5. News Conference





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## *Rapid Fire Group Exercise (Part II)*

*Break into same groups and select:*

- Communications Strategy*
- Target Audiences (identify)*
- Methodology*
- Deliverables*
- Three key messages*



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*Conclusion:*

*Define issue,  
determine goal  
and then...*

***Make a Communications Plan!***

